

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018 / 2019

**BGM 2054– GLOBAL MANAGEMENT**  
(All Sections/ Groups)

19 OCTOBER 2018  
9.00 a.m. to 11 a.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE (1)** page excluding cover page.
2. Answer **ALL** questions. The marks for each question is given in the question paper.
3. Please write your answers in the Answer Booklet provided.

Answer **ALL** Questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

**Question 1**

What is franchising and licensing? Explain **TWO (2)** advantages and **TWO (2)** disadvantages of franchising and licensing?

(20 Marks)

**Question 2**

Discuss **FOUR (4)** factors that have important influence of manager's pricing decisions.

(20 Marks)

**Question 3**

Describe **FOUR (4)** essential trainings that are important for foreign assigned managers.

(20 Marks)

**Question 4**

Discuss **FOUR (4)** common strategies that Multi-National Corporation (MNC) need to adopt to survive in global environment

(20 Marks)

**Question 5**

Describe **THREE (3)** types of international staffing policies. Identify **ONE (1)** advantage and disadvantage for each staffing policies.

(20 Marks)

**End of Page**

